

**Abstract**

There is described a positioning apparatus for transferring at least one electronic component (6, 6a), in particular a chip, from a first flat support (1) to at least one predetermined location (2a) on a second flat support (2) which extends parallel to the first support, comprising an ejection device (7, 8) for removing the component (6a) from the first support (1) by means of an ejection movement, wherein a camera device (10) is provided for detecting position data of the predetermined location (2a), of the component (6a) to be removed from the first support (1) and optionally of the ejection device (7, 8), which together with the camera device (10) are arranged essentially on an imaginary common straight line (11). A positioning method is also described.

(Fig. 1)